

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. V. NEW YORK, SEPTEMBER 30, 1891. No. 13.

Which Looks Bigger?



We constantly see advertisers making such guesses.

A four inch advertisement, costing \$1,000 in a given list, may look big;

But a two inch one costing \$500 *which brings more answers*, is bigger,—isn't it?

We know how advertisements should be prepared.

An advertisement inserted in one thousand papers for \$100 may look very big;

But the same advertisement in *one* paper—the right one—is often much bigger.

We know which are right papers.

A contract for 52 insertions, preferred position, at a very low rate, may look big;

But if you get only forty insertions in the position agreed, it is not quite so big after all.

We get you what you pay for.

Many parties make a specialty of large offers;

N. W. AYER & SON make a specialty of best results.

Which is Bigger?

**Will you guess,
or measure?**

**N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.**

ONE-SIXTH

of the reading

POPULATION

of the United States outside of large cities read weekly the **1400** local papers of the

ATLANTIC COAST LISTS

Half a cent a line a paper for transient advertising. Long time advertising at a lower rate.

Catalogues mailed upon application.

Atlantic Coast Lists,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. V.

NEW YORK, SEPTEMBER 30, 1891.

No. 13.

THE LINE OF LEAST RESISTANCE.

By Benjamin Webster.

The object of advertising is to make a permanent impression strong enough to result in action. Whatever will do this most surely and with the least effort is the best advertising.

1. The advertisement should be seen by the right people, and be understood by them.

2. It should contain a motive strong enough to induce them to act upon it.

3. It should point out and make easy the way to act upon that motive.

To expand these rules:

a. To reach the right people the advertising medium must be properly selected, the advertisement must be adapted to their tastes and habits, and it must avoid whatever would be unintelligible or wearisome to the great majority of the class addressed.

b. The motive conveyed must be one efficient upon the class, and must not unnecessarily conflict with any other motive or prejudice. Whatever arguments will clear the way for the action of the motive sought may be added, providing only that the obstacles to be cleared away are common enough to be worth the expenditure. Whatever suggests obstacles which would not arise without the suggestion is so much clear waste. The motive addressed should also be that which is the strongest of which the case admits, and of course the most general.

c. The motive being created, the easiest method of reducing it to action must be found by the advertiser and by him clearly conveyed to the advertisee [to coin a needed word].

Then if a repetition of the process is desired, satisfaction must be secured on the part of the advertisee.

These are the general principles.

Let us apply them to a given case.

Suppose a publisher wishes to publish a new cook-book.

The people to be reached are at once determined by its character, whether technical or general; and then

follows a consideration of what mediums will reach the desired classes. Hotels, restaurants, clubs, large establishments and boarding-houses would furnish purchasers for the first sort; homes, for the second. The agent will supply the mediums, and the amount to be expended is determined by the means of the advertiser and the amount necessary to bring the book effectively to the notice of the whole class.

The motive which induced the publisher to undertake the work is the one to appeal to. Perhaps the book contains only recipes which require staple articles, and is so plain and clear that good results may be had by inexperienced cooks. If so, the emphasis must be upon the variety of dishes from simple materials, and the possibility of their preparation by less-skilled cooks, a suggestion that the *chefs* would be thereby enabled to give more time to the higher walks of their art being thrown in to prevent objection by the chief cooks. Abuse of other cook-books would be useless and harmful, as exciting opposition without reason. To mention that the French names of made-dishes are given would do no harm; but to argue that there was nothing unpatriotic in so doing would be waste. The strongest motive in the case is, of course, economy—not in comparing the book price with others, for that is a trifle—but in using its recipes as opposed to going without them. Any novelties the book may contain should be noted, and the attention called to the effect of serving dishes or preparations that might attract and retain custom. Using the "Parker House Roll" as an illustration, or referring to "Beefsteak John" would render the argument concrete and intelligible. Curiosity may be called in by offering to send some recipe free.

The method of action is made easy by furnishing order slips, giving the price, offering to send the book for trial on receipt of a postal-card address, or to send an agent; but especially some distinctive name or trait

should be used both to render remembrance easy and to renew the impression made by repetition of a much shorter advertising.

To decide what to say, imagine that you have to address a meeting of likely buyers, that they are to catch a train in a few minutes, that they will come back and lynch you if you deceive them, but will not grudge a few cents if you treat them honestly.

To achieve novelty, eliminate whatever is old or commonplace, and imagine you are trying to convince King Solomon that he was wrong in saying, "There is nothing new under the sun," or words to that effect, and that with so large a household as his he could practice an economy worthy of imitation by his subjects and still impress the Queen of Sheba with the excellence of his cuisine. If you are the first to bring out a book which the cook can read at a reasonable distance, so that recipes can be followed without handling the volume, that is a novelty. If there is space left for notes on the recipes, tell that, and point out the value of the book when annotated by experience. If you mean to send out additional gummed recipes to insert afterward, tell of it.

But, above all, do not be a poll-parrot, repeating the same phrases always to the same circle. Change the phrases or change the circle, until you need merely to remind; and that will be only when the field is covered fully and you have nothing new to tell.

Now for an example of how not to do it:

ANOTHER COOK-BOOK.

Just out, by A. Chestnut, **ANOTHER COOK-BOOK**, containing receipts for simple and more complicated dishes. It will contain much that will prevent **BLUNDERING COOKS** from spoiling good materials and will enable employers to use **CHEAPER LABOR**. Specimen pages will be sent for 18 cents. Do not send stamps. If your bookseller has not got it, **LET US KNOW**. Though **COSTLY**, it is of good quality and **HANDSOMELY BOUND**, and has a colored photograph frontispiece.

YOU CAN'T COOK WITHOUT IT.
A pound of tea will be sent to getters-up of clubs.

NO ATTENTION PAID TO LETTERS WHICH DO NOT ENCLOSE STAMPS.

Address

BLUNDERHEAD & CO.,
Hackneyville, Dakota.

We employ no regular canvassers.

An application of the principles herein set forth characterizes the work

of all good advertisers. A transgression of one or more of them drives off thousands.

People read papers and magazines to satisfy curiosity and to gain information which makes life easier or better, and the best advertiser is he who courteously tells what they want to know or reminds them of what they are unwilling to forget.

THE SORT OF SOLICITOR AN ADVERTISER WOULD LIKE TO SEE.

By Wm. H. Mabey.

A man who is to go out to solicit advertising needs the same qualifications for his work as does a man going out to sell merchandise, and these may all be condensed into one word—**tact**.

A man possessing tact approaches his customer at the proper time and in the proper manner. His address is pleasant, unassuming, yet not sycophantic.

He does not intrude himself until the person he wants to see is disengaged, and he is careful to be neither dogmatic nor dictatorial. He ought to be a gentleman. Not one of the kind that thinks gentility consists in phrases and flourishes, but of the class that considers things from the standpoint of the one he is addressing, and acts accordingly. Without these qualifications, I have seen a poor canvasser secure advertising for well-known journals. With these qualifications a man can secure business for whatever he represents. He makes friends on his travels and retains them. The man whose sole capital is cheek is sometimes endured because of the journal he represents, but he is simply tolerated as are many nuisances in our daily life, and the reputation of his employers is damaged because of his want of tact.

The aim of the solicitor is to get business. The way to get business from a buyer is to secure his confidence. To secure a man's confidence, and make a favorable impression, one must appear to be frank, truthful and conciliatory. He must lead to his ends by the route the buyer wants to go, and while leading always appear to be following.

These qualities imply intelligence. He ought to be a master in the field in which he is working, not only knowing every detail of his own journal, its

history, its field, its capabilities and its record as a business producer, but also be fully posted as to all other journals that in any way compete in the same field. Being a man of intelligence, he will know that he can accomplish more for himself by generous praise of rivals than by attempting to belittle them, and thus compel the other to take their part. Such a man secures business if it is possible to get it, and leaves behind him a pleasant memory that is his welcome when he calls again. His customers feel that he is interested in their success, and the step from this to friendship is a very short one.

Such men are not plenty, nor yet are they such a great rarity. Many of them come before me as I write this. They are all successful, yet their methods are different, but all are men of tact and intelligence.

A PLEA FOR HUMOR IN ADVERTISING.

By W. J. Lampton.

I have no desire to lock the horns of theory with your contributor, Mr. Clifton S. Wady, on "Dignity of Advertising," as per *PRINTERS' INK*, Sept. 16; but I think he is setting the pegs rather high when he claims "dignity" as an essential for correct advertising.

Primarily an advertisement is to provoke inquiry, and any sort of provocation is allowable, provided it is reputable. The time for the dignity to appear is when the person who reads the advertisement comes around in person or by letter to carry the inquiry to its legitimate conclusion.

It is true that certain lines of business which are advertised cannot be treated so flippantly as others; but they are so largely in the minority that a rule might be established to which they could be cited as exceptions. Advertisements characterized by good-natured pleasantry have very much in them of that peculiar magnetism which attracts more than the goods which the seller wishes to dispose of. Of course, in advertising coffins, we would scarcely expect the advertiser to introduce his wares thus, for instance:

HERE YOU ARE:
JUMP RIGHT IN!
Delights for the Departed.

or anything like that; but it would be scarcely less incongruous than to advertise a line of knocked-down summer

goods in the same dignified manner that the commanding officer of the army would announce the promulgation of a general order on which the fate of nations might hang.

Advertisement readers who read for the news in such matters are of all classes, and all tastes must be consulted. In furtherance of this it might be suggested, in order to meet Mr. W.'s dignified notions, that the advertiser prepare two kinds of advertisements one for the grave, the other for the gay, with a notice in each directing where the other might be found. Or the flippant style might be used to-day and the severe to-morrow.

In view of the increasing quantity of advertising matter published in the various public prints of this country, the first consideration of the advertisement is "catchiness." Having caught the attention of the possible purchaser, the next object is to present the matter in such form that the salient facts in it are not obscured, either by dignity or levity. No advertiser can monkey with the facts, except to their injury or his discredit, so they get in pretty fairly straight. These two objects being gained, the third and last is to make the presentation in such form that it will be impressive; that having touched the mind or fancy of the buyer it will stay there, either for his own direct use or for communicating his knowledge to any inquirer who may by chance apply to him. This impression, as a rule, will be more lasting if the matter be light and easy to carry, just as we more readily remember the jokes of current newspapers than we do the scientific, moral and philosophic essays and the eternal truths of powerful editorials.

If Mr. Wady were called on at a moment's notice to give quotations from the advertising literature of the day, wouldn't he quote more of the "Don't be a Clam," "I Cure Fits," "Good morning; have you used Pears' Soap?" "That Tired Feeling," "Don't be Humbugged," "Why is the \$3 Shoe?" "You Press the Button," etc., and that grade, than of the dignified, unrememberable passages from the classics he advocates? These catch gags have been part of our colloquialisms for years, varying each year with some new thing to be brought before the public. They are used by statesmen, editors, preachers, lawyers, authors and all classes who speak and write the English language.

HERE AND THERE.

By Horace Dumars.

I wonder how much the average merchant receives in patronage for the money he puts into advertising registers, hotel directories and cards containing the rules of the house, etc. Go into any hotel in a town or small city and you will see that the retailer makes quite an effort to secure the hotel trade and has put up considerable money to secure his share of the purchases which are supposed to be made by hotel guests. If the advertiser is a man who follows up his ventures and carefully notes results, it is very doubtful if his advertising is found in hotels for more than one season, for by that time he will discover that the hotel guest, if he reads the advertisement at all, usually does so while he is waiting for the 'bus that is to convey him to the depot and at times when there is no possible chance of his taking advantage of the bargains offered in that town, even if he desired to do so. Theoretically, hotel advertising is all right; but when it comes to actual returns it is found to be about as much of a delusion as any plan which is presented to get possession of the advertisers' good dollars.

Of all transient buyers, the guest of a hotel is about the most uncertain. Aside from cigars and possibly an occasional "nip," or some nicknack in the shape of a collar or necktie, his purchases are put off until he gets home, while such things as he buys are procured at the place most convenient to him, without regard to announcements that he may have seen in some of the many hotel schemes. At the time he registers he cares little for the column of enticing offers which adorn the page upon which he leaves his autograph. The question of what kind of a room he is to get is paramount to all other things; and then there is his mail to be inquired after and new or familiar faces to scan until the ten seconds have elapsed which bring the bell boy "front," and the guest goes to his room. He will spend just so much money in the town, regardless of the amount of advertising that is bestowed upon him, for he is not one of the people permanently interested in the offers of merchants. In making his purchases he bases his judgment upon the appearance of an establishment,

taking chances on getting fair dealing. Hotel advertising shows up well to the party who is doing it, but is worth little or nothing for drawing trade. I would rather spend ten dollars for the purpose of securing a home patron than to go ten cents on returns that come from investments in hotel announcements.

Another glittering fraud that is perpetrated on small advertisers is the letter directory scheme, whereby he gets his card upon the back of a certain number of sheets of letter-paper furnished to one or more small hotels in the town. Smith takes space and announces that he is prepared to offer the lowest prices in Boggsville, and is highly pleased with the appearance of his card upon the backs of the hotel letter sheets. Then they are turned over to the hotel, and from time to time given out to the guest who asks for "a couple of sheets and an envelope." The guest is compelled to notice that there is advertising upon the back of the sheet, for the impression of the type nearly cuts through the paper. He sees it, growls at it, and then mails his letter to some one fifty or a hundred miles away, who may possibly read Smith's offer but who will hardly come that distance to buy from Smith of Boggsville.

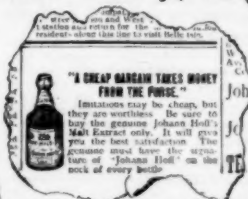
There is always plenty of picking for the fakir and his advertising scheme, even though the columns of the local paper may have a lean and hungry look, for there is pleasure in taking chances on some glib-tongued stranger's promises rather than to hearken to the local publisher who is always within reach and can easily be clubbed if he deceives in his promises concerning advertising. It is the old story of something for nothing—or nearly nothing—that catches orders for the advertising scheme, but the swindled advertiser does not learn so soon as the rural gentleman who has invested in green goods, and so can be counted upon for more pluckings as the fly-by-night schemer happens along.

ONLY a very few publishers advertise themselves. The reason is they are human, and, having tried their own journal, found that no results followed; hence, they only ask others to advertise, but never advertise themselves.—*The Great Divide.*

THE HOUSE THAT JACK BUILT. MOTHER GOOSE FROM THE ADVERTISING POINT OF VIEW.



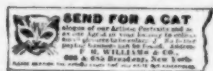
① THIS IS THE HOUSE THAT JACK BUILT.



② THIS IS THE MALT THAT LAY IN THE HOUSE, ETC.



③ THIS IS THE RAT THAT ATE THE MALT THAT LAY IN THE HOUSE THAT JACK BUILT.



THIS IS THE CAT THAT CAUGHT THE RAT ETC.



⑤ THIS IS THE DOG THAT WORRIED THE CAT, ETC.



⑦ THIS IS THE MAIDEN ALL FORLORN, THAT MILKED THE COW WITH THE CRUMPLED HORN.



⑥ THIS IS THE COW WITH THE CRUMPLED HORN THAT TOSSED THE DOG, ETC.



⑧ THIS IS THE MAN, ALL TATTERED AND TORN, THAT KISSED THE MAIDEN, ETC.



⑨ THIS IS THE PRIEST, ALL SHAVEN AND SHORN, THAT MARRIED THE MAN, ETC.

THAT PAIN KILLER "AD."

Following are some of the criticisms which have been made upon the Perry Davis Pain Killer advertisement, upon which we invited comment in **PRINTERS' INK** for September 16. It is often easier to criticise the efforts of others than to originate something better one's self. We therefore invite the critics and all others who think they can produce a better advertisement than the one under criticism to send **PRINTERS' INK** their idea of an improvement.

ITS BADNESS MAKES IT GOOD.

POPE MANUFACTURING COMPANY,
COLUMBIA BICYCLES,
BOSTON, Mass., Sept. 17, 1891.

Editor of **PRINTERS' INK**:

I have noticed with interest the question you ask in regard to whether the advertisement of Perry Davis' Pain Killer is a good one or not. I should consider the advertisement a good one. It attracts attention, and that attention is held until the whole advertisement has been read. It has a decided point to it, and that point is emphasized.

It is so plain that any one can understand it readily, and has the merit of being remembered, so that one who had read it and was familiar with "that uneasy feeling" would certainly call to mind the remedy to be used for it. This, as I understand it, is what the writer of the advertisement designed.

Mr. Wady will say that it lacks dignity, and in this I agree with him, but the subject has less limitations in regard to dignity than a great many other subjects for advertising would have. The very boldness and disgusting horror of the sketch and the badness of the pun help to make the advertisement one to be remembered. HENRY H. COLE.

A MONSTROSITY

PHILADELPHIA, Pa., Sept. 18, 1891.

Editor of **PRINTERS' INK**:

As you invite criticism on the advertisement reproduced on page 276 of **PRINTERS' INK**, I cannot resist the temptation to say a few words.

I am surprised that this house will send out such an advertisement. It is hideous as a whole. The pun, "cores and effect," is not a good one, nor in good taste. The cut is a monstrosity. I presume the thing the youngster (?) sits on is intended for an apple barrel. It looks more like a defunct beer keg. The artist (?) admits his impotence by labeling it "apples." Without that, I fear the public would be at a loss to know what was intended to be conveyed. H. H.

BETTER THAN MANY ILLUSTRATED ADVERTISEMENTS.

CHICOFEE FALLS, Mass., Sept. 16, 1891.

Editor of **PRINTERS' INK**:

Neither bad nor very good. It is effective, though crude in detail. The idea is excellent, because a point is illustrated, but the artist's work should be better. The typography corresponds with the engraving, but with a first-class outline different type should be employed. As a whole, the advertisement is much superior to many illustrated announcements so common nowadays.

BACK NUMBER.

MIGHT DO FOR A POKER DECK OR A BASEBALL BAT.

NEW BRUNSWICK, N. J., Sept. 17, 1891.

Editor of **PRINTERS' INK**:

In regard to the advertisement mentioned on page 276 of your last issue, I would say that it is a very poor one—poorly written and badly displayed. The ordinary reader will grasp the idea that the Pain Killer merely cures stomach ache. You cannot procure a sick man's confidence by laughing at his troubles.

The phrase, "that uneasy feeling," is a paraphrase of "that tired feeling," made famous by Hood & Co., of Lowell. Stealing other men's ideas will never bring in sales.

When an artist has to label his drawings, so as to inform the gentle reader what he is trying to represent, it is time for him to go out of the business.

There is no period after the sentence, "It kills pain," and the last line is too close to the rule.

If a boy was suffering from stomach ache, he would bend over and place both hands on his abdomen. Notice the position of the boy in the cut. He is not suffering from any illness.

An advertisement of this kind may do to advertise poker decks or a baseball bat, but it is a distinct failure in the connection with which it is now placed.

A. FRED. KILMER.

AN AIR OF CHEAPNESS ABOUT IT.

WORCESTER ILLUMINATED

ADVERTISING CO.,

WORCESTER, Mass., Sept. 17, 1891.

Editor of **PRINTERS' INK**:

In your issue of September 16 you give Perry Davis & Co. a very good advertisement by calling attention to the merit or demerit of their style.

I think that the time was when such an advertisement worked advantageously to the advertiser, but with the more pleasing and higher-cost work that is produced now, it seems to me that there is an air of cheapness about it which, with many, although the advertisement is conspicuous, would not, in my opinion, convince them of the merit in the medicine.

In connection with this, I should like to score a point in favor of advertising. Some time ago the firm mentioned discontinued advertising, and it came in my way to solicit them during this time. The manager at Providence told me that they were not doing any advertising and did not intend to, as they were so well known that they did not require it. I ventured the prediction that they would be advertising inside of a year; that however good their medicine might be that they would, in a great measure, be forgotten, and they would soon detect a falling off in their sales. How near right I was I do not know, except that they did resume advertising.

Picturesque advertising is ahead to-day, but cheapness should be avoided.

CHAS. E. SQUIER.

THIS MAN OUGHT TO BE AN AUTHORITY.

MAINE INSANE HOSPITAL,

TREASURER'S OFFICE,

AUGUSTA, Sept. 19, 1891.

Editor of **PRINTERS' INK**:

For this section that advertisement doesn't hit. Our apples (who can produce better?) never give that sensation—*their* advertisement infers. Therefore, at the start, it annoys. We can't accept any reflection on our staple fruit. Our apples produce joy, not pain.

As a cartoon, it's a failure. Not even a smile can it produce. It has two chief points: First, we look at it merely because of its crudeness; second, it infers to cure pain produced by eating apples. No use. That advertisement don't apply here. The article is O. K., but they won't harvest a large crop on that caricature in the firm belief of a non-professional advertiser.

CHARLES FRENCH.

HAS MADE SOME PRETTY "BAD BREAKS" HIMSELF.

J. M. BANKER,
SAGINAW, E. S., Mich., Sept. 18, 1891.
Editor of PRINTERS' INK:

In reply to your query as the merits of the Pain Killer advertisement, I beg leave to say, without assuming to speak for the public, that it depends altogether upon the object sought in springing such a "work of art" on an aesthetic population.

If it is intended as an experiment to find out whether the nightmare style of advertising brings desirable results, I think the artist is entitled to the gate money. A better representative of its class I have never seen.

If it is intended as a specimen of home-made joke and is in any way protected, those who have their money up on McKinley will do well to "hedge" before the fact becomes generally known.

"Cores and effect" might be further transposed into *coarse in effect* without in any way impairing any claim it may make to being "true to nature."

If it is intended to "boom" a rising juvenile artist it may be pardoned on the ground of "mistaken identity" or "misplaced confidence."

I think if I "had it pretty bad" I might be tempted to experiment with a remedy masquerading under such a trade-mark, but the ordinary individual, I think, would rather take the risk of becoming an angel.

It is my invariable rule to discuss matters of this nature with a great deal of charity, as I have made some pretty "bad breaks" in the advertising line myself.

If you think there is any danger of the backers of the advertisement alluded to using this criticism to further encourage this style of artistic advertising, please have it copyrighted and "whack up" with Yours truly,

J. M. BANKER.

ANOTHER CRANK WITH A SCREW LOOSE.

HOUSEKEEPER'S WEEKLY, }
PHILADELPHIA, Sept. 18, 1891. }
Editor of PRINTERS' INK:

I was much interested in the prompt disposition you made of the "lock-crank" who, in issue of September 16, pretended not to understand how you could state as a *fact* the number of copies of an issue of PRINTERS' INK which had not yet been printed. Naturally, one would say, as you do, that the pressman has to be told in advance how many copies to print, "and the man who is competent to tell the pressman may also tell the public." But let me tell you how badly I tripped once when proceeding on your idea:

The publishers of a certain newspaper directory advertise that if any publisher will send a detailed statement of his actual circulation for three months, they will add three stars to his rating in the directory. I sent my little statement in childlike confidence, and a letter with it, saying that it was intended to conform in every respect to their requirements, and

asking that if it did not so conform in every respect, they would advise me. (You see I set a very high value on their rating then; I don't care so much about it now.) I heard nothing, and pleased myself a good deal thinking of those three stars after the rating of the *Housekeeper's Weekly*; but when the book was published, instead of three stars there were two!

I wrote the publishers, inquiring what it meant, and after a time I received a postal card saying that my figures for the last issue were *estimated*, not actual, which made the statement incomplete. You see, the *Housekeeper's Weekly*, like other weeklies, is printed several days in advance of its date, and the last issue for which I made report was on press, and the order for the number required given when the statement was made. But the theory of the publishers of the directory was the reverse of yours. They evidently set it down that the number of copies of a given issue could not possibly be stated as a fact until after it was printed; anything before that is an "estimate."

I wrote again, protesting against this view, and urging the one which you take, and asking the publishers to make some amends for the injury they had done me. This was about three months ago, and I am beginning to fear that they may have forgotten to reply. But you will see why I am interested when their view of the matter is presented as applying to PRINTERS' INK. Let me suggest that you had better use care in reporting to these publishers (I will send you their address if you desire it) the circulation of your paper; for if you go on your plan, they may (perhaps) call it an "estimate," and give PRINTERS' INK a low rating, with two stars instead of three.

HENRY FERRIS, Manager.

PRINTERS' INK makes room for the above communication, although it notes with sorrow the vein of sarcasm with which it is pervaded. Now, let Mr. Henry Ferris, Manager, listen to words of wisdom and take them seriously to heart: Let it be at once admitted that if Mr. Ferris seeks advertising patronage, he must tell those who are interested what his issue is likely to be next week, next month, next year. If he tells what he intends shall be true, and his record for veracity is fairly good, he will be believed. All the more will his statements command respectful belief if the circulation rating accorded his paper in the American Newspaper Directory happens to be such as makes his promises for the future appear reasonable. The advertiser about to make a contract is only interested in the editions to be printed. Last year's enormous issues can be of no service to him. But, nevertheless, the surest way of forecasting the future is by studying the past. The American Newspaper Directory does not attempt to tell what is the present issue of a paper, or what it will be; all its information has reference to what its issues have been. It is on this point only that it

invites or receives reports. For this reason its editor turns over a deaf ear to everything that is told him concerning what the edition is going to be.

TRUTH WILL STILL BE ON TOP.

OFFICE THE SCRANTON TRUTH.
Largest Daily Circulation in the State
(Outside Philadelphia and Pittsburgh.)
BARRETT & JORDAN, Proprietors.
SCRANTON, Pa., Sept. 21, 1891.

Messrs. Geo. P. Rowell & Co.:

GENTLEMEN—We take pleasure in acknowledging receipt of your "application for a report for the American Newspaper Directory for 1892," and desire to direct your early attention to what seems to us a serious defect in your revised key of rating. The particular matter to which we invite your attention is the wide difference between the ratings "E" and "F." The former is to mean exceeding 12,500 copies, while the latter means exceeding 7,500 copies. A jump of 5,000 is entirely too much for newspapers circulating in this class, and such a key would do the *Truth* a great injustice, by lowering it from last year's figures, when, in reality, it is entitled to an advance. Last year the rating we received, "F," meant exceeding 10,000 copies. We have a larger circulation this year, as we can show you when we render our statement, and yet we are to be rated as only exceeding 7,500 copies. This will reduce us to a level with newspapers in this town that have not half the circulation of the *Truth*, as that is what you quote them for last year, and according to your announcement they need not make any report this year to receive a similar rating. We trust you will give this matter your earnest attention and let last year's key of rating stand, in justice to those newspapers that honestly desire the public to know their exact circulation. Our books, our press room, and our circulation department are open always, not only to the business men of this city, but to our contemporaries, to satisfy themselves on the score of our circulation, and we believe the *Truth* is one of the very few newspapers in the country that throws the doors so wide open for verification of its claim and justification of the report furnished to your office. We trust, under the circumstances, you will not do us the great injustice contemplated in your key of rating for 1892. We would much prefer not to be quoted at all than to be quoted to the detriment of our business.

Yours respectfully,

BARRETT & JORDAN.

In last year's Directory the Scranton dailies are rated: *Republican*, G2; *Times*, G1; *Truth*, F1.

If the editor of the Directory gets no newer information, these will be rated next year: *Republican*, G; *Times*, G; *Truth*, F. The key explanation states that

G means exceeding four thousand copies.

F means exceeding seven thousand five hundred copies.

A paper sending a three months' detailed statement showing its average issue to have been 10,467 copies will be marked "F," and following the "F" will be the figures 10,000, the Arabic figures taking the place of the three asterisks in the former editions. A rating "Circulation F 10,000," will indicate that the

paper belongs in the F class, and has not only over 7,500, but also over 10,000 circulation, and that the publishers of the Directory will guarantee that it has over 10,000 by a forfeit of \$100.

The same plan will be carried through all the classes.

Whenever a publisher takes pains to send a detailed statement for a full year, his actual average edition will be given in exact figures, and the fact stated in italic type. For example, "F 10,467, actual average for the year last," and the correctness of the rating will be guaranteed by the forfeit of \$100.

THE PROSPECT (O.) "ADVANCE" IS ON THE LIST NOW.

NEW YORK, Sept. 23, 1891.

Mr. W. P. Roads, Prospect, Ohio:

DEAR SIR—Inclosed is check for \$100 in payment for your services in the case of the *Prospect Advance*. Very Respectfully,

Geo. P. Rowell & Co.

\$100 REWARD.—The publishers of the American Newspaper Directory for three years past have caused three asterisks (***) to be attached to the circulation ratings of papers which had been fixed in exact accordance with a publisher's detailed statement; and offered a reward of one hundred dollars for each and every case where a rating so marked should be shown to be untrue. The reward was paid in one instance in 1888, the *Waukegan, Ill., Gazette*, and in one other in 1890, the *Madison, Wis., Standishville Tribune*.

No claim for the reward was made good in 1890, but on the 23d of September, 1891, it was paid in the case of the *Prospect, O., Advance*. This reward will be continued and made applicable to the Directory for 1892.

\$25 REWARD.—It has sometimes been asserted that statements made in detail and properly signed and dated have not received full credence at the office of the Directory. For the purpose of testing the sincerity of such charges, the publishers of the Directory have offered a reward of \$25 for every case where it could be shown that a publisher sent in a true, detailed statement, duly signed and dated, covering a period of three months or more, and the editor of the Directory failed to rate his paper in accordance therewith. This offer has been published conspicuously for two years, and the first demand for the reward has not been made.

NOT WHAT IS MOST WANTED.

"NEW ORLEANS CHRISTIAN ADVOCATE," No. 112 CAMP STREET.

It is 40 years old. It is the most influential and widely circulated religious paper in the South-west. It reaches 40,000 readers weekly. It is the official organ of the Louisiana Annual Conference, Mississippi Annual Conference and North Mississippi Annual Conference.

NEW ORLEANS, Sept. 7, 1891.

Messrs. Geo. P. Rowell & Co.:

GENTLEMEN—Noticing your article in PRINTERS' INK about obtaining accurate statements as to circulation, it seems to me that papers like the *New Orleans Christian Advocate* could very easily send weekly receipts of post-office mail weights for a given length of time, accompanied with the average weight of 1,000 papers. For instance, the 7,600 papers of this journal weigh nearly 800 pounds, in-

cluding wrappers. If this will be of any service, I will keep said statements for say two months and send them to you.

Yours truly,

D. L. MITCHELL, Business Manager.

A few papers do send their weekly post-office receipts, some with the request that they be returned after examination. The receipts are bulky, and it becomes necessary to place them in a large envelope, and attach them to the letter accompanying them; the whole is then placed on file for consideration at the proper time. Few who send receipts accompany them with a statement of the average weight of a given number of papers. To hunt up a dozen copies or more, weigh them, and estimate the number of papers to the given number of pounds, is quite a task, and one in which the compiler is liable to error.

If a publisher sends his post-office receipts, is it to be inferred that every one of his papers is distributed through the post-office? Is it reasonable to suppose no copies are sold or given away from the publication office, or delivered by carrier?

Assuming (as in the letter printed above) that many publishers could very easily send weekly receipts of post-office mail weights, cannot this publisher just as easily ascertain and report the number of copies he prints, and give a written statement of the date and actual issue? Post-office receipts are not considered a good statement at the Directory office; but a publisher's written record, covering a period of three months, properly signed and dated, gets full credence by the editor of the Directory every time, and he cheerfully pays \$100 for every case where such a report is proved to be false.

THE "JOURNALIST" WILL ESTABLISH A COLLECTION BUREAU.

From the *Journalist*.

To the *Journalist*.—I desire to say a word or two regarding the editorial in the *Journalist* of the 5th inst. A good deal of what you say is true. For example—it is true that Rowell exchanges subscriptions for PRINTERS' INK for advertisements in the newspapers of Rowell's business, or for advertisements of PRINTERS' INK itself. It is also a fact that there are a good many advertisements in the Directory of country newspapers, in exchange for advertisements of Rowell's business in the country papers aforesaid. There is a good deal of "boom" and froth in the subscription list of PRINTERS' INK, and a good deal of "boom" and froth in the advertising of the Directory.

But I don't admit that all the advertising agencies that you enumerate "enjoy the confidence of both newspapers and clients."

Some of them are first-class. But there are black sheep in this fold. There are firms mentioned in this list that owe me money for advertisements. They don't dispute the bills as I send them; they simply don't answer my letters, nor say a word about paying. My accounts against them are as straight as a string, and they know it. They are dead beats, simply, in their dealings with me. Rowell always sends a check on the day the bill is received. I have received more money from him than from all the other agencies put together, and my experience with him is such that I wish he had a good deal of the business that some of the other agencies have. I could write a very interesting article about these agencies and my experience with them; but it would be too personal, and I don't want to get the windows of the *Journalist's* sanctum broken. If we must have newspaper advertising agencies, let us have a few more like Rowell, I say. Yours, A PUBLISHER.

[If "Publisher" has "straight" bills against any of the firms mentioned in my list which he refers to, and will send such bills to me, I will collect the money for him free of charge. I believe the concerns I mentioned to be financially A1, and I'm willing to back my opinion to a reasonable extent.

ALLAN FORMAN.]

AN ENERGETIC SOLICITOR.

The New York correspondent of the *St. Louis Globe Democrat* relates the following conversation with an advertising solicitor for a large magazine:

"The competition between the great monthlies in the matter of securing advertising patronage has never been so keen and sharp as at the present day. It can hardly become greater than it is, for unless the solicitor gets around to the place where there is an advertisement available with a move and a crash like a fire engine he simply gets no business.

"Let me instance, and remember that my magazine is one of the three or four that can dictate terms to its advertisers. In, I think, the March number of a big New York magazine there appeared a good-sized advertisement worth over \$2,000. The first issue was out at 11 o'clock. I am always on hand when the books come out, and had a copy by 11:15. The advertiser lives in Portland, Me. It didn't take me long to make up my mind. I knew that if I waited till next morning the Portland hotel registers would be loaded with the names of representatives of every New York magazine, not to speak of weeklies, dailies and smaller publications. I was going to get there first. I telephoned down to the office and took the 1 o'clock train at the Grand Central.

"When I arrived at Portland, pushing through without stop, I found my man. I secured his advertisement and left the city immediately. But before I did so, as I had expected, other solicitors began to come in one after the other. The great advertising agencies are always in conflict with us who travel for one publication. By curious and complex combinations of all classes of periodical literature they can generally do us up on rates. Of course the toughest of all is traveling for a new journal. I know many substantial houses who make a most obstinate rule never to put an advertisement in any publication that is less than a year old."

You have made a wonderful success of PRINTERS' INK. Our patrons fully appreciate the paper and often thank us for it.

H. O'R. TUCKER, *Troy Press*.

Correspondence.

AN ANSWER TO MR. OCHS.

THE TOLEDO BLADE,
NEW YORK, Sept. 19, 1891.

Editor of PRINTERS' INK:

Recent discussions bring pertinently to the front the query, "Why do newspapers patronize the American Newspaper Directory, and is it good policy for them to do so?" Let's see if we can get at the reason of the intelligent publisher for advertising his newspaper in the Directory.

The publisher has two articles to sell—copies of his paper and his advertising space. He believes that buying publicity in the right way is the best method of making good sales. If he does not believe this, he is in the wrong business. Believing thoroughly that judiciously purchased publicity increases his two sources of revenue, just as it helps others who have something to sell, he casts about for mediums and methods.

Therefore they are as distinct as are his two articles. With the first, which touches subscription and circulation, it is not the purpose of this paper to deal. The publisher has his ways of advertising to secure readers, and they are as diverse, as novel, and quite as original as those which characterize the efforts of any other class of tradesmen.

What kind of publicity shall he buy to increase his advertising revenue?

Certainly that which will, in the most intelligent and effective way, strike the class of people where his possible customers are to be found, and strike them at a time and under circumstances most likely to enable him to improve the value of his space upon their minds.

That is what every intelligent advertiser tries to do.

The body of the Directory can only attempt to give in a brief way the bare facts about newspapers. But all advertisers whose patronage is worth having consult the Directory. Not only this, but they consult it at the time they are making up their lists of mediums. Here, then, is the chance for a publisher to tell in his own advertisements what he desires other advertisers to know about the special value of his publication. The Directory, such publications as *PRINTERS' INK*, and circulars sent to advertisers are the only mediums which a publisher can use to serve this purpose. Circulars are expensive and ineffectual, because they are not carefully read. This, surely, is true, because you are telling people so every day, and proving it. It is too expensive to reach every advertiser personally for a talk, therefore such publications as are read by advertisers when their minds are on the subject of advertising, are the most effective methods which can be adopted. The publisher who says a newspaper shouldn't advertise in this regard puts himself in a line with the doctors, whose ethics do not permit it, and gives the lie to his every-day teachings. And the one who insists that a directory ought to be issued without advertisements should try the same methods in the publication of his paper. He would not only deprive his journal of the advertising revenue, but he would take from his patrons the opportunity of telling their story to his thousands of readers at a reasonable cost, and would eliminate what always ought to be, and frequently is, a most interesting part of the paper.

The last suggestion—that some harm is done by the publishers of the Directory owning space in the papers which patronize it—is

too unbusinesslike for serious consideration. If you don't want to pay this way, send a check for the cost of your advertisement. But I can see no objection to a good agency having some space to fill in a paper in order to get pay for work voluntarily done. I mean so far as the paper is concerned. To the publisher of the Directory, cash for the advertisements it contains would be decidedly preferable. But, as a publisher, I should like for all good agencies in the country to own a little space which they had to fill in order to realize. It might have a tendency to make them look a little into the merits of the papers.

If the advertising and the ownership of some space in payment only had the effect of modernizing the opinions of the general agents and the great advertising managers, something would be accomplished. For the paper of modern ideas and progressive tendencies is the constant sufferer from the impressions which these gentlemen received years ago. The newspaper that is living on its reputation, molded in the last decade or the one previous, will not advertise, ought not and need not, for the average advertising agency is its constant and earnest advocate.

There is no danger of the agency demoralizing advertising rates because of the ownership of some space. He will want to make all he can out of it, and will hold it about as the publisher holds it himself. There is but one factor capable of demoralizing the rates of any publisher and that is not an agency—it's the man who controls the columns of that publication. On the contrary, the ownership of space by an agent ought to tend to stiffen rates, as the agency would naturally have to present the merits of the publication frequently and intelligently in order to sell his space. And, as a rule, he must do this, or have it done, many times in order to make one sale of space.

It is, therefore, pretty evident to the close observer that the enterprising newspaper must be represented by its advertisement in the Directory, and that good rather than harm is done by having the ownership of some space in the hands of a good agency. Those who differ on this latter point, however, can meet their own views by paying cash. Their opinion on this branch of the question in no way touches the main one: Should a newspaper advertise in the Directory?

LEWIS A. LEONARD.

IS THERE ANYTHING IN IT?

The MANITOBA FREE PRESS,
Morning, Evening and Weekly.
The Oldest Established.
The Largest Circulation.

WINNIPEG, Sept. 7, 1891.

Messrs. Geo. P. Rowell & Co., Am. Newspaper Directory:

GENTLEMEN—I have read with much satisfaction in *PRINTERS' INK*, Sept. 2, of a "New Departure to be Inaugurated" in the American Newspaper Directory.

I have been a close student of the Directory ever since it has been published and am sure that it is the earnest desire of the publishers to give correct ratings of newspaper circulations. In their effort they thoroughly deserve the aid of all honest newspaper publishers, and they undoubtedly require all they can get, for it has to be admitted, as *PRINTERS' INK* admits, that notwithstanding the enormous labor and expense incurred by the Directory people in trying to get accurate circulations, as a whole, they are grossly exaggerated, to the great prejudice of advertisers and honest publishers.

I have a suggestion to make which I think is a sort of corollary to the Directory guaranteeing the circulation of papers, under certain conditions, by a forfeit of \$100:

Let the Directory publishers, in every such case, take a guarantee from the newspaper publisher against loss on this account and, besides, authorize them (Directory publishers) by their accredited agents, at any time, to enter his office to examine and investigate circulation and subscription lists and books, press records, paper accounts, etc.—anything and everything that they may desire to enable them to arrive at the actual circulation of the guaranteed paper.

I venture to believe that there is not an honest newspaper publisher in the American Newspaper Directory's constituency but would jump at the proposition. It would be manifestly advantageous to himself, the Directory and the thousands of advertisers who consult its papers; and, what is still better, would hasten the day when the "circulation liar" would cease to flourish.


Yours truly, W. F. LUXTON,
Managing Director and Editor-in-Chief.

ALTOGETHER BEYOND CRITICISM.

OFFICE OF THE BUSINESS INDEX,
The Industrial Investigator of Missouri.
Plain and Fancy Job Printing
a Specialty.
FESTUS, Mo., Aug. 15, 1891.

Geo. P. Rowell & Co., N. Y.:

GENTLEMEN—I submit a little doger here for your criticism that was written for a Dentist after the fact that he was in town and at the Hotel had been thoroughly advertised.

YOUR  TEETH

IF DECAY SETS IN

Should be Attended to

Perhaps it has now? No One Can
tell You but an Experienced DENTIST

DR. SMITH,
THE ST. LOUIS
DENTIST.

Will give a Scientific Examination to
Your Teeth FREE of Charge

If You visit him at the

HOTEL.

The typographical work, with the exception of the first line, for which a more extended letter could not be found, is, I think, as near to having the proper attraction and display as any work I ever saw. The peculiarity of the

ad. is so formed as to set the reader to thinking at once.

What criticisms would you offer?

Respectfully, THOS. P. TOBIN.

A GREAT IDEA.

TIMES AND STOCKMAN,
NASHUA, Ia., Sept. 12, 1891.

Editor of PRINTERS' INK:

I note you use many styles of faces for grotesque advertising, each of which has to be engraved for the purpose and is practically useless afterwards. Now, why not cast the different parts of the human face and bust on six, twelve and eighteen point bodies, with five or six different shaped noses, ears, eyes, moustaches, etc., and set up as ludicrous a face as occasion demands?

BERT HOWDESHELL.

WHO CAN HELP HIM?

Office of
THE HERNANDO NEWS,
FRED L. ROBERTSON, Editor.
BROOKSVILLE, Fla., Sept. 11, 1891.

Editor of PRINTERS' INK:

Some years ago you started a very interesting discussion on advertising rates. Now, this has been the bane of my life, to try to get rates equal and to proportion the price between reading notices running thirty days and standing ads. To make the situation still more difficult, my neighbors have no fixed price. Now, I do not want to drive business off by unfair rates, nor do I want to "work for nothing and find myself." Can I not strike some happy medium that will cure the evil? My regular edition is twenty-six quires. I often run extra editions, but of course do not count them in any estimates. Have you not in your accumulation of rates something that will fit my case? If so, will you kindly send it to me and greatly oblige.

FRED L. ROBERTSON.

CONTRADICTIONARY.

It is so dear,
Because so good!
Because so good,
It is not dear!

Our neighbor, PRINTERS' INK, asks about one and one-half cents per line per thousand of circulation for yearly or any other advertising. This is a better price than most of the newspapers get, but is not, perhaps, too much. * * * The publishers offer the advertising of their own agency to other publishers, "to be paid in subscriptions to PRINTERS' INK at \$2.00 a year, to be sent when the addresses are furnished." Publishers are thus invited to send the paper to their local advertisers, and in this way a paid circulation is secured. And, by the way, one of the advertisements offered to the publishers is that now somewhat noted "Book for Advertisers" which has no advertising in it, greatly to the delight of publishers and others.—*American Advertiser Reporter.*

BENJAMIN FRANKLIN'S MISFORTUNE.

From West Shore.

Benjamin Franklin lived and died without reading PRINTERS' INK, of New York, or hearing anything from the new school of advertising "experts" which to-day cluster around that periodical.

A WESTERN VIEW OF IT.

In the cultured East, publishers appear to be more anxious to say a thing correctly than to say the correct thing. That is, they worry more over the shadow than the substance. As refinement grows, strength dwindles. To make a statement strongly is to be guilty of vulgarity.

"Perhaps" is a favorite word, and an unqualified assertion is a breach of

Even the burglars in the East have felt the influence of that charmed and ameliorating atmosphere, and carry stuffed clubs. "Good form" is the paper tiger that frightens Eastern publishers so badly that when they shout they can only shout in a whisper.

Good grammar is saying something so there is no mistaking what you mean.

Judicious advertising is advertising in a manner that will bring you a profit continually, irrespective of any talk or knowledge.

In this age of electricity, any man who advertises can accomplish in two years what former-

*For one thousand dollars
one may have ten pages
for an advertisement in
one issue of Printers Ink.*

the peace. Indirection is considered a cardinal virtue, and if a man is bound due north he likes to give the impression that he is going northeast by north.

The more merit a thing has, the less must be said in its favor. Adjectives in the superlative degree give an Eastern publisher the cholera morbus.

It is terribly true, but desperately vulgar, to say that "Soft words butter no parsnips."

This super-refinement is like varnished sand-paper; there is no "grit" in it. Advertising of this soft, suave character is like a golden bell with a velvet clapper. The Eastern publisher will look for a needle in a haystack through stained glass spectacles.

A man of strong individuality is considered a menace to society. The truth must be told with the greatest moderation, lest delicate feelings may be rudely shocked.

To advertise black paint with due regard to Eastern conventionalities, the advertiser is expected by the publisher to say: "Perhaps there is no black paint in this vicinity so near white as mine."

ly took ten; but to succeed you must be fearless and have nerve enough not to be afraid of the naked truth—that is, by telling it and taking heed of others who tell it to you.

"Keep everlastingly at it" and you will get rich, is the watchword sent to all advertisers by all solicitors, etc., and if not in these exact words, then in such language as would imply the same.

*A ten line space notice
can be inserted a whole
year in Printers Ink for \$130.
or any other space for \$65.*

Be sure you're right, then go ahead, is better to our notion, for the reason if you chopped ties all your life, never missing a day, you'd die poor, sure. ~
The Great Divide.

THE WONDERFUL POWER OF PRINTERS' INK.

From the New England Grocer.

The fact is that some of the most extensively advertised goods—in the patent medicine line—are the most worthless. They will not sell on their merits, and it is only by continued advertising that they can get any sale whatever.

MEMORANDUM.

26. August 1891.

LANMAN & KEMP.

To

Mess^{rs}. G. P. Russell & Co

NEW YORK.

10 Spruce St.

ADVERTISING DEPARTMENT

Sir,

Again we regret to have to call your attention to the non delivery of our copy of "Puritan's Ink" Vol. 5. No. 6. for August 12. 1891. and as we find all our back numbers and preserve them, should be glad if you can favor us with a copy of the above to complete our set.

Yours truly
 Lanman & Kemp

HOW MANY PAPERS DOES THE AVERAGE FAMILY READ?

From the American Advertiser Reporter.

It is apparently almost a matter of pure conjecture how many papers, per person per year, on an average, are or can be absorbed. The question is one which seems to be beyond solving, for governing conditions are constantly changing. Almost every year the cost of paper has decreased, and the average ability to purchase has increased. With this the facilities for distribution have so grown that a railroad to almost every hamlet has placed a daily within the reach of those who formerly depended upon the weeklies, and the opportunity is the fruitful source of purchase.

This every "circulator" well knows. Class publications have so multiplied that almost every one who follows any profession, trade or calling, or belongs to any society, guild or association, is supplied with periodical specialties. Many millions of copies of periodicals are practically given away to country people every year—novelty papers, for instance. Then the great reading-rooms absorb many; the newspapers themselves take huge aggregates for exchanges. In the cities the daily is bought to an enormous extent, and very largely by two, three or more members of one family, and this is often repeated morning and evening. The growth of this tendency, with the disproportional growth of urban population over the suburban, is something to be taken into account.

THE STATUS OF TRADE PAPERS.

From the American Artisan.

Every trade paper does a large amount of free advertising. Many papers give away more in this manner than their total income, if the value of free notices in reading pages were estimated at their just relative value to the rates charged for advertising space. It is necessary that they should do this for the gratification of their patrons who do not abuse the publisher's generosity.

These patrons desire to be informed of all matters of trade interest, new manufactures, new inventions, personal gossip and so forth, and it is the duty of the trade paper to supply this varied information. For the most part, it fulfills its task honestly and independently of consideration as to persons or their standing with the business department of the paper.

It is impossible for a trade paper to be entirely independent of business considerations, regarded from an editorial point of view. Such a course would be unjust to its friends as well as ungrateful for their kindly recognition of honest efforts for the advancement of trade interests which the non-advertising and non-subscribing manufacturer overlooks and yet seeks to profit by.

NO DANGER.

From the London Times.

Mr. Rudyard Kipling, who has just returned from the United States, through which he traveled under the *nom-de-guerre* of J. W. McDonald, has succeeded in accomplishing the almost unprecedented feat of baffling the interviewers of the American press. Yet Mr. Rudyard Kipling may find in the end that he has not entirely escaped the transatlantic Nemesis. At this very moment of time perhaps there may be quite a number of fraudulent Smiths, Browns, Joneses, Robinsons and Tompkinses passing themselves off as Rudyard Kipling at Poughkeepsie, West Weehawton, Chewing-Gum-Springs, Loco Foco Rapids, Persepolis and East Halleujah.

SPEEDING THE PARTING GUEST.

From the Madison (So. Dak.) Leader.

The "morning daily" *Chautauquan*, the alleged "official organ" of the Lake Madison Chautauquan Association, died this morning of scarlet fever, aged three weeks. In life it was a vicious little urchin, and devoted its infantile energies to squalling at the *Daily Leader*. It never was very healthy—poor thing. It was conceived by poor judgment; born without character; died unlamented; buried unwept and unsung, and when it was tumbled into its "offensive grave it gave one last vicious, ghastly shriek: "Confound that darned old *Daily Leader*!"

"Dot-rot

I'd like to bite
It!"

FOR SALE.

Advertisements under this head 50 cents a line

FINE GOODS for premiums. **EMPIRE** PUB. CO., 38 Reade St., New York.

FOR SALE—Web Press, six or seven column, folio or quarto, because of consolidation. Also 30 rolls six-column quarto paper. **BEACON** Office, Akron, Ohio.

FOR SALE—A great bargain. A well-established, 8-page weekly newspaper. Splendid circulation. Also job plant, &c. In large Hudson River town. P.O. Box 217, Albany, N.Y.

PRACTICAL MAN can make eighteen hundred a year by purchasing the *North Dakota Globe*. Steam outfit. Best town in Red River Valley. **FALLEY & FRITZ**, Wahpeton, N. D.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with two dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

FOR SALE—Hot type-revolving Web Press, four pages, 7 cols., complete outfit, first-class condition; just the press for 1c. paper with growing circulation. Owners intend to enlarge to 8 pages, and will sell at price of ordinary cylinder, if applied for at once. **BABCOCK P. P. MFG CO.**, New London, Conn.

WE HAVE A HERRING SAFE that has been in use for twenty years, originally cost \$900; also a *Marvin Safe*, ten or twelve years old, with burglar-proof compartment, cost \$900. Both of these safes are large and first class. Will be sold on favorable terms. From a newspaper publisher a proposal to pay in advertising would be considered. Address **GEO. F. ROWELL & CO.**, 10 Spruce St., N. Y.

WANTS.

Advertisements under this head 50 cents a line

WANTED—An additional medium, by **A. H. SYMONS**, Sole Special Advertising Agent for Street & Smith's *New York Weekly*, No. 5 Beekman St., New York.

WANTED, by an experienced man, position as manager of advertising department of daily paper, monthly magazine, or with a firm requiring an advertising manager. Address **F. Box A**, Falmesville O.

FACT, good nature, and persistency. A distinct success as an advertising solicitor. Honor bright, can prove it—stick to rates, too. Present about 150,000 circulation—too small, would prefer headquarters—New York or Chicago. "**SALARY AND COMMISSION**," **PRINTERS' INK**.

A GOOD, sober, competent, all-round job printer wanted. The right man can get a permanent position. Married man preferred. Address "TRIBUNE," care PRINTERS' INK. References required.

A COMPETENT and experienced editor and practical printer and all-round newspaper man, speaking three languages and with abundant experience, desires an engagement on weekly or monthly periodical, in or near N. Y. City. Address "CAGLIOSTRO," Box 672, New York.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

I DON'T KNOW IT ALL, but what I do know about writing advertisements, the value of advertising mediums, printing, etc., is at your service—as I want a position as advertising manager. I was formerly with Mrs. Harriet Hubbard Ayer, and was one of the winners over 80 competitors in the Chicago *Daily News* advertisement contest. The *Albany Journal* says: "Mr. Willey's unique advertisements have attracted general attention and brought a fortune to the advertiser." T. M. WILLEY, Hadlyme, Conn.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

SPOKANE SPOKESMAN.

ALLEN'S LISTS ARE strong.

LEVY'S INKS are the best. New York.

AGENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

THE GRAPHIC, Chicago, "the great Western illustrated weekly."

THE GRAPHIC, Chicago—Most value at least cost to advertisers.

BRIGHT, clean and reliable is the **SAN FRANCISCO BULLETIN**.

NEW HAVEN NEWS—Only independent newspaper in Connecticut.

YOU like money. So do we. Try the **LOUISVILLE COMMERCIAL**.

THE COLLEGE MAN, New Haven, Conn., reaches 25,000 college students.

AGENTS' names \$1 to \$10 per 1,000

AGENTS' HERALD, Phila., Pa.

A COMPLETE Family Newspaper. **SAN FRANCISCO CALL**. Estab. 1853.

SAN FRANCISCO WEEKLY CALL and **BULLETIN** cover the Pacific Coast.

LARGEST evening circulation in California—**SAN FRANCISCO BULLETIN**.

TRIAL ADS. 2 cents a line. 16-page weekly. **THE WITNESS**, Frankfort, Ky.

PROSPEROUS, intelligent people reached by the **SAN FRANCISCO BULLETIN**.

MOST "Wants" most circulation, most adv's. **SAN FRANCISCO CALL** leads.

HIGH grade, pure tone, honest circulation. None better. **SAN FRANCISCO CALL**.

56.759 D.: 61,961 S.: 22,946 W.: circulation **SAN FRANCISCO CALL**.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

ENTERPRISE, Brockton, Mass. Circ'n 6,500. Advertising rates 15 cts. per inch per day.

If not wanted, cash returned; sample and terms, 10c. CAL. PUB. CO., Binghamton, N. Y.

PATENTS FOR INVENTORS; 40 page book FREE. W. T. FITZGERALD, 80 F St., Washington, D. C.

THE ADVERTISER'S GUIDE, 16 pages, full edition, mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

DIRECTORY PUBLISHERS, please send circulars and price list of your directories to U. S. ADDRESS CO., L. Box 1467, Bradford, McKean Co., Pa.

TEXAS FARMER, Dallas. Larger circulation than any other Texas paper, and among the best people. Proved circulation, over thirty thousand.

MEDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. *Absolute proof of an excess of thirty thousand copies each issue.*

\$6 PER INCH, yearly rate. **THE GOSPEL LIGHT**, best Religious Semi-monthly in Ontario. *Secure space before contemplated advance.* T. G. KING & CO., Pubs., Orillia, Ont.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of **PRINTERS' INK**.

CANADA. Benton, New Brunswick. New literary magazine. Actual average, January to September, 1,555. One inch, one time, 45 cents; one year, \$3. Half column, 4½ inches, one year, \$12.

EDITORS' SUBSCRIPTION ACC'T BOOK. Only perfect method for subscriptions 5 years record. New System. Farm-Poultry uses books for \$4,000; *Lutheran Observer*, 13,000; *Irrigation Age*, 11,000. Sample free. O. KLING, Denver, Colo.

THE GREAT MEDIUM for the South and West. **BELFORD'S MAGAZINE**, monthly, New York, is among the 161 newspapers to which the new edition of the American Newspaper Directory for 1891 accords a regular circulation of more than 50,000 copies each issue.

DENVER, Colorado.—Geo. P. Rowell & Co. of New York in their new **BOOK FOR ADVERTISERS** name the best, most widely circulated, most influential papers at each important center of population or trade throughout the whole country. For Denver the paper accorded this distinction is the **DENVER REPUBLICAN**.

OF the 307 newspapers and periodicals published in Connecticut in 1891, the **HARTFORD TIMES** stands at the head in point of circulation. The American Newspaper Directory rates it the highest by several thousand. It is undeniably the newspaper in Conn. for the advertiser seeking best results. A popular family newspaper.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address **THE AGE-HERALD COMPANY**, Birmingham, Alabama.

A TEST.—Anything that attracts attention in the way of an advertisement pays, and to the end that you may practically test the value of a raised surface on an announcement, at little cost, we will during September and October, 1891, only, for \$18 cash, engrave your name, business and address (5 lines) artistically and emboss it in gold on 100 Translucent Bristol Folders; the 3d page filled with such letter-press announcement as you desire; the whole enclosed in No. 1 quality 6½ envelope printed. **GRIFFITH, AXTELL & CADY CO.**, Embossers, Holyoke, Mass.

PRINTERS' INK,

A Journal for Advertisers.

DEAR SIR—This is to notify you that the publisher of the

has ordered in your name a paid-up subscription to PRINTERS' INK for the period of one year. The best, the quickest and the surest way to learn how to advertise is to read each issue carefully.

Very respectfully,

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., N. Y.

One publisher last year paid for sending PRINTERS' INK to more than two thousand persons whom he thought likely to patronize his own advertising columns.

Each one of these two thousand persons received a notice on a Postal Card like the one printed above, the blank line being filled in with the name of the publication to whom the recipient was indebted for the compliment.

YES! IT SHALL BE DONE!

\$1.50 PER YEAR.
CIRCULATION, 600.
FOURTH YEAR.

OFFICE OF
THE TISKILWA CHIEF.
THE SOUTH-COUNTY HOME PAPER.

TISKILWA, Ill., Sept. 14, 1891.

GEO. P. ROWELL & Co., New York:

GENTS—According to your offer in PRINTERS' INK, I will publish your advertisement one year for seven subscriptions (yearly) to the enclosed addresses, **who are my best advertisers.** Please advise me if accepted.

Yours truly,

W. M. REPINE.

KEIGLEY & KITTERMAN.

Tiskilwa Ill

G. C. KELLOGG'S.

Tiskilwa Ill

L. WATKINS,

Tiskilwa Ill

M. D. Kitterman,

Tiskilwa Ill

More & Pettegrew.

STEVENS & BROWN,

Tiskilwa Ill

J. Watercott & Co.

Tiskilwa Ill

HENRY, ILL.

Any publisher who wishes to present a few of his best advertisers with a paid-up subscription to **PRINTERS' INK** can arrange to pay for the same by inserting in his own paper an advertisement of Rowell's Advertising Bureau. As an Educator of Advertisers **PRINTERS' INK** is immense!

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, SEPTEMBER 30, 1891.

For the week ending September 23, 1,204 new names were added to the mailing list of PRINTERS' INK.

OUR offer of \$100 for the best article upon the subject of newspaper advertising terminates October 15. Contributions should be practical and suggestive. They may be in the form of a series of outlines for advertisements; they may give hints about the best methods of checking and filing papers; deal with typographical effects or any subject whatever likely to interest an advertiser.

WE welcome the twelve hundred (1,204) additional readers who have joined, *during the past week*, the constantly widening circle of PRINTERS' INK's constituency. These new as well as old readers will find our advertising pages not the least interesting portion of the paper. Here are practical examples of the principles editorially laid down. During the coming season these pages will be an arena where active, ingenious minds will put forth their best efforts to produce the most attractive and effective advertisements.

A CLEVER correspondent writes that some of the advice given on the subject of advertising reminds him of the well-known formula for making a statue: "Take a chisel and knock off all you don't want." Yet, even advice of this character has its value. Without it, some of the most successful advertising sculptors might never have had their attention directed in the line of their talents, and the world would

have missed some of the biggest monuments to the effectiveness of printers' ink.

AFTER all is said and done, each man must be his own judge of what is a good advertisement. And he owes it to himself to be his own most merciless critic.

THE way to get out a weekly implement and vehicle dealers' paper is to get it out.—*Weekly Farm Machinery.*

Yes, and you have selected the best possible model—PRINTERS' INK.

To how many advertisers can it be ascribed as one of their chief virtues that they knew not merely what to say in an advertisement, but knew as well what not to say?

IN fixing in his mind the value of his circulation to an advertiser, a publisher should ever bear in mind that although quantity without quality is not worth much, yet quality without quantity is not worth anything.

IT is to be remarked that the New York *Herald* uses cuts in its own advertisements. With the glorious inconsistency characteristic of mankind in general as well as newspapers, it does not hesitate to avail itself of those privileges it denies others.

THE new plan for circulation ratings in the American Newspaper Directory in 1892 contemplates dividing all the papers into twelve classes, designated by the rating letters A, B, C, D, E, F, G, H, J, K, L and X.

Papers never before named in the Directory will have no circulation rating, and a few others, about whose circulation the editor has not arrived at any opinion, will be rated X, meaning "In doubt."

The L class is made up of papers believed to have small circulations, ranging from one to four hundred copies.

The K class takes papers believed to issue regularly more than four hundred copies.

The J class has those believed to issue more than eight hundred copies.

In the H class are placed those believed to issue more than twenty-two hundred and fifty copies.

A publisher who truly asserts that his regular issue is 399 copies is entitled to a place in the L class. One claiming to issue 780 copies is, if his

report is believed, accorded a rating K.

Papers making what are believed to be true statements showing regular issues of 850, 1,000, 1,500 or 2,000 copies are all rated J. These ratings are not very definite, but as they are based upon reports made by persons who cannot or will not undertake to furnish a statement in detail, reporting dates and actual issue for each edition through a period of three months, it is probable that no injustice will be done. Every publisher has it in his power to secure an absolutely accurate rating, definite and exact, if he thinks it worth while to take the trouble to prepare a suitable report.

In every instance where a true, detailed statement is sent, the rating will be supplemented with Arabic figures showing the actual edition in even hundreds, viz.: L 300, K 800, J 900, J 1,400, or J 1,900. If the statement of actual issues covers a full year, then the actual average edition will be stated exactly, and the fact set forth in italic type.

For circulations larger than 2,000 the round figures will be accorded in steps of 250 until editions of 4,000 are reached, and in steps of 500 until 20,000 is reached; thence in steps of 1,000 until editions of 40,000 are reached. Thence the steps will be of 5,000 copies until editions of 75,000 are arrived at.

Every one of these ratings in Arabic figures will be based upon a publisher's true statement, covering a period of not less than three months, and the publishers of the Directory will guarantee their accuracy by a forfeit of \$100, to be paid for every one shown to be based on a statement that is untrue.

Ratings above 75,000 copies will only be accorded to publishers who furnish detailed statements covering the period of a full year; and when this is done the full rating will be given in exact figures with the italic indorsement, as elsewhere explained.

To have an absolutely definite, correct and exact rating in the American Newspaper Directory, even in minutest detail, and have its correctness indorsed by a \$100 forfeit on the part of the publishers of the Directory, will not cost any newspaper a cent. Correct ratings are not bought; they are not sold. They are given freely in every case when the Directory publishers are placed in possession of the requisite information upon which the rating may be based.

W. D. BOYCE, OF CHICAGO.

The best advertisers in PRINTERS' INK are the special agents. They are the hustlers of the business. They visit the advertisers from Maine to Texas; talk with them; lunch with them; know them thoroughly—through and through. They find PRINTERS' INK everywhere, and know that everywhere it is read, valued, appreciated. "That little paper is worth five dollars a week to me," says one advertising manager. "If I could not get it for less I would pay a thousand dollars for it," said a well-known man, who has accumulated a round million from advertising, pure and simple. Last year, when the prices of advertising in PRINTERS' INK were one-half what they are to-day: when S. C. Beckwith had bought a page, without position, for \$2,600; the A. N. Kellogg Company and the New York Newspaper Union had secured preferred positions at \$3,900 a year each; when N. W. Ayer & Son had bought a special page for 40 issues for \$4,000, and bargained for other space to the amount of \$1,000 for the Religious Press Association, and the young giant of special agents, A. Frank Richardson, had secured the last page for 52 issues for \$5,200, no single newspaper man, of all those who stay at home and issue expensive circulars in red and blue, while contending that circulars are without value, had exhibited sufficient nerve to buy a page in PRINTERS' INK, although the cost was only \$2,600.

One day, however, a youthful visitor appeared at the office of PRINTERS' INK with copy for a page, and the order to insert for a year. His name was not well known, his papers if known were not conspicuous. Week after week his announcements have appeared: frequently they have been the best written and the most intelligently displayed advertisements in PRINTERS' INK; and now, when the year is but little more than two-thirds gone, the Chicago *Ledger* and the *Saturday Blade* have 300,000 weekly circulation, get \$1.25 an agate line for advertising space, and among the newspaper men of America who have made a name of success in 1891, the most conspicuous by far is this same youth—the first publisher to recognize the power, and avail himself of the services, of PRINTERS' INK—Mr. W. D. Boyce, of Chicago.

THE REVIEWER.

The failure of that very peculiar periodical called *Finn* may also be considered the failure of an attempt to introduce the English standard of humor into this country. Americans are inclined to regard the English humorous journals with respectful awe; and levity in connection with them would be judged very ill-timed. As Miss Agnes Repplier says of that most mysterious of journals, *Ally Sloper's Half Holiday*, English humor conveys the impression of being exceedingly amusing if one could only understand the fun.

**

Morris, Seiberts, & Co.
THE ONLY NAPHTHA LAUNCH.




OVER 200 IN SUCCESSFUL USE.
 LAUNCHES CARRIED IN STOCK.
 ARE YOU GOING TO FLORIDA? TAKE ONE
 ALONG! YACHT STORAGE BASIN ON HARLEM
 RIVER.
 SEND NO STAMP FOR CATALOGUE.
GAS ENGINE AND POWER CO.
 Morris Heights Station, New York City.

A considerate friend draws "The Reviewer's" attention to a "pretty cut" which decorates the columns of a New York daily. How could any one going to Florida and meeting with this attractive portraiture of "the only naphtha launch" resist the naive invitation to "take one along!" Surely, 40 cents an agate line is none too much to charge for this sort of advertising.

**

BROOKS & DUNCAN
EXCENTRIC



2 COONS
 from the
SUNNY-SOUTH
 ORIGINAL NEGRO
AMERICAN.

Here is an advertisement, clipped from a German paper, showing a couple of eccentric Americans engaged in innocent pastime. No wonder the foreigners occasionally get such curious ideas of our country!

Among the curiosities of paid literature the following card in the Boston *Transcript* of Sept. 19 deserves to take high rank:

A COACHMAN WANTED. I want a first-class general man, with the following qualifications: Must know all about horses and be a good driver; able to keep five horses in first-class condition, with ten harnesses and fifteen carriages, to say nothing of a cow; must see to it that nothing in connection with horses, harnesses, carriages, house or stable ever breaks, gives way or wears out; being a general man, must be able to speak French and German, to assist the maid in washing the dishes, to take part of the laundry work, and to do my wife's hair when she has company; must be willing and obliging at any and all times, no matter how unreasonable or surly his employer may be; knowing all about horses, he will know how they feel when they are driven, and when I drive *him* he must not swear; must work eight days out of seven; when he gets a holiday must take it in the night; only one holiday a year allowed. In short, he must be a white nigger, with no rights that his employer is bound to respect.

To such a one, who is willing to go nine miles out of town, I will give, first, the blessed privilege of lots of hard, dirty, disagreeable work; and, second, fair wages and a constant encounter with the whims and demands of an irritable, imperious, arbitrary, ill-tempered old curmudgeon. Those looking for a place where a servant's rights will be respected don't want to meddle with this, as I don't look upon a coachman as a human being deserving of consideration, but only as an unfeeling dummy with a head of pasteboard and a heart of cotton-wool.

Answer at once, stating if you are the man, but don't come in a crowd. Box 23,189, Boston Post-office.

**



ATLAS POWDER.

The "Atlas Powder" people use a striking looking cut in their advertisements. The idea is a good one—a strong drawing of this kind makes a

**GOLDTHWAITE'S
GEOGRAPHICAL MAGAZINE.
CIRCULATION UNIVERSAL.**

LAND

Companies, Boards of Trade.
Chambers of Commerce, Commercial Clubs, individuals, who desire to secure immigration, manufacturing, capital, or having land for sale and who may wish to advertise at a moderate cost, in a most profitable section, will do well to correspond with me.

B. L. CRANS, 10 Spruce St., New York.

CLASS PAPERS. Trade Papers. Complete lists of all devoted to any of the various trades, professions, societies, etc., may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address on receipt of one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.



Study Law At Home.

Take a course in the Sprague Correspondence School of Law. Send ten cent (stamps) for particulars to

W. C. Sprague, L.L.B.,
312 Whitney Block,
Detroit, Mich.

AMERICAN Newspapers printed in foreign languages. Complete lists of German, Scandinavian, French, Spanish, or Portuguese newspapers in the United States, or all those printed in any language other than English, may be found in Geo. P. Rowell & Co's "Book for Advertisers," which is sent by mail to any address for one dollar. Apply to GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.

Dodd's Advertising Agency, Boston,
266 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK.** Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

PRESSWORK.

Large Runs Solicited.
Facilities 300 Reams Daily.
GIBB BROS. & MORAN,
PRINTERS,
45-51 Rose Street, New York.
COMPOSITION—ELECTROTYPING—BINDING.

A CATALOGUE OF 4,000 PAPERS in which we own \$100,000 worth of advertising space that we wish to sell, will be sent to any address on receipt of 15 two-cent stamps. We will receive orders for advertisements to be inserted in these papers and accept from parties having fair business ratings notes coming due after the advertising has been placed and its results realized. Address **ROWELL'S NEWSPAPER ADVERTISING BUREAU, 10 Spruce St., New York.**

Sign Advertising Pays.

Have you seen our **GLOBE SAVINGS BANK** signs in Chicago?
The largest strictly local advertising contract ever placed by a bank.

Sign Advertising is Legitimate.

Let us place some for **YOU.**

THE R. J. GUNNING CO.,
297 Dearborn St., Chicago.

EVERY ONE IN NEED of information on the subject of advertising will do well to obtain a copy of "Book for Advertisers," 368 pages, price one dollar. Mailed, postage paid, on receipt of price. Contains a careful compilation from the American Newspaper Directory of all the best papers and class journals; gives the circulation rating of every one, and a good deal of information about rates and other matters pertaining to the business of advertising. Address **ROWELL'S ADVERTISING BUREAU, 10 Spruce St., N. Y.**

Don't

place advertising. I don't take commissions—simply prepare the advertising matter. Customers from Maine to California—mostly large advertisers. **SEND 10c.** for my book "Ideal Advertising"—full details.

A. L. TEELE, ADVERTISING SPECIALIST,
55 West 33rd St., N. Y. City.

TO EVERY PERSON who will procure five cash subscriptions to **PRINTERS' INK,** we will send the paper for one year gratis and a cloth-bound copy of our "Book for Advertisers;" for ten cash subscriptions, a copy of the American Newspaper Directory will be given as an additional premium. Address **GEO. P. ROWELL & CO., Publishers, 10 Spruce St., New York.**

"OUT OF THE RUT"

ADVERTISING
for any business
PREPARED
for Advertisers
who want their
ADVERTISING
TO TELL.

RALPH H. WAGGONER,
10 Spruce St., Room 4, New York.

CLEAN LIGHT

FOR LETTER FILES AND TRANSFER CASES

STRONG CHEAP

PRICE \$10.00

ST. LOUIS WIRE RACK CO. ST. LOUIS, MO.

DO YOU WANT AGENTS?

We have sent to 32,500 post-offices so far for the names of same for our own use at a cost of \$800. We can make out lists or address envelopes from one to 64,000. This will not appear again. Reference, Postmaster here.

E. J. SMEAD & CO., Vineland, N. J.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

Novel and Effective ADVERTISING FOR RETAILERS

At a Small Cost.
GUESSING AT IT!

Large Candles for guessing at the length of time they will burn are a profitable and comparatively **inexpensive advertising method FOR THE RETAIL TRADE.** We make Candles, weighing from 10 to 150 lbs. each, in plain wax or handsomely decorated. Think of It! Candles as large round as a stove-pipe. Prices on application. Address **ECKERMANN & WILL,** The Candle Manufacturers, Syracuse, N. Y.

41,588,584

Circulation

In six months, July 1st to Dec. 31st, 1890, was given by our agency to the 3/4-inch advertisements of

Scott's Emulsion of Cod Liver Oil

In Home Print country weeklies.

We believe an investigation would satisfy many advertisers that they could use the Home Print weeklies to advantage.

Our Catalogue of this class of papers, Second Edition for 1891, will be sent to any advertiser on application, and our method of work fully explained.

NELSON CHESMAN & CO.

ESTABLISHED 1874 - INCORPORATED 1896

Newspaper Advertising Agents

BUSINESS OFFICE, 1127 PINE ST., ST. LOUIS.

N. W. BRANCH, Home Insurance Bldg., CHICAGO.

EASTERN BRANCH, 54 Beekman St., NEW YORK.



OVERMAN WHEEL CO., MAKERS, CHICOPEE FALLS, MASS.

BOSTON. WASHINGTON. DENVER. SAN FRANCISCO.
A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: **GEO. P. ROWELL & CO.,** Publishers, No. 10 Spruce St., New York.



whether or not there will be space enough in the November number of **The**

LADIES' WORLD

to accommodate all the advertisers who will desire space in this large edition of

Over 300,000 Copies.

Quite a number of desirable advertisements had to be left out of the October issue for want of space, and it appears quite likely that this will be the condition before time of closing (October 10th). Our rule is that those whose orders first reach us get the space. Promptly ask your agent for estimate, if you would get into the November number, or write direct to the Publishers, **S. H. MOORE & CO.,** 27 Park Place, New York.

NOTE.—Rate for Nov. and Dec. Nos. less than one-third of a cent a line per thousand of circulation, if order is given for six or more insertions.

THE IMPRESSION OF THE WORK THAT REMAINS IS SOMETHING DELIGHTFUL.
W. D. HOWELL.

I HAVE BEEN LOOKING OVER THE NOBLE VOL- UME WITH HEARTY SATIS- FACTION. THE GREAT WORK IS ADMIR- ABLY DONE. JOHN GREEN LEAF WHITE- TIE.	THE LIBRARY OF AMERICAN LITERATURE IS THE WASH- INGTON MONUMENT OF AMERICAN LETTERS.	IT IS A LIBRARY IN ITSELF AND ONE I WOULD LIKE TO SEE IN EVERY AMER- ICAN HOUSEHOLD. HON. JOHN DIB- BOLW, EX- United States MINIS- ter to France.
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INK.
The Library of American Literature.
BY R. C. STEEDMAN AND R. M. HUTCHINSON, 1886.
SOLD ONLY BY SUBSCRIPTION
AGENTS WANTED.

CHAS. L. WEBSTER & CO., Publishers,
67 Fifth Avenue, New York.

CROPS

have been harvested and paid for, and the American farmer has both money and time on his hands. As the nights begin to lengthen and to grow chilly, he occupies his evenings reading by his comfortable hearth or stove. He reads

THE NEW YORK LEDGER,

and he reads it carefully to the end. Get his advertising patronage by placing your advertisements in that paper at once.

HOW TO SECURE ADVERTISING FOR YOUR SPECIAL EDITIONS.

About this time of the year it is the practice of many enterprising newspapers to get out special editions, for which they seek patronage from advertisers.

The best, most effective and cheapest way to call the attention of advertisers to these special editions is to announce them in **PRINTERS' INK**. To be most effective, the announcement should be sent in not less than a month before the date of the special edition.

GEO. P. ROWELL & CO.,

Publishers,
10 Spruce Street, N. Y.



COLD "COMFORT"

in the form of ice cream is nearly played out, yet the girls of **750,000** families are on the lookout every month for the Comfort that gives them equally as much, and far more permanent, pleasure.

Just imagine the effect of an advertisement read by over **4,000,000** people! and those, too, who have time to read and study your announcement. If you only induced one in a thousand to buy what you sell, your profits would be ten times the outlay. Just ponder this over, advertisers. Space through the Agencies or **THE GANNETT & MORSE CONCERN**, Augusta, Maine.

GEE PEE

in PRINTERS' INK,
June 3d, '91, writing of
THE ABSOLUTE CIRCULATION

— OF —

The Agents' Guide,

says: "If the number of returns received from an average drawing advertisement in a newspaper count for anything, I am inclined to believe that this particular paper has the amount of circulation which it claims, for it shows up well in comparison with other mediums of gilt-edged value."

ABSOLUTE CIRCULATION,
75,000 Monthly.

HAVE YOU TRIED IT?

GEO. W. CLAFLIN, Publisher,
122 NASSAU ST.,
NEW YORK CITY.

What a Publisher Thinks

— OF —

WILSON'S NEWS INK

THE MARLBORO DEMOCRAT, }
BENNETTSTOWN, S. C., Sept. 19th, 1891. }
W. D. Wilson Printing Ink Co. (Ltd.),
New York:

DEAR SIR—You may send at once another 100 lb. keg of the same ink you sent us before, and on the same terms.

We have on hand enough for two weeks and will need some then. We like your ink and can testify that we have done some good job work on a little jobber with it, in preference to job ink that we paid 50 cents a pound for. Hope we can get the same again.

Respectfully,

S. A. BROWN & Co.

Send for prices and discounts for cash.

W. D. Wilson Printing Ink Co.
(Limited),
140 WILLIAM ST., NEW YORK.

60,000 Galaxy OF Music. November, 1891.

Special Guaranteed Edition.

RATES PER AGATE LINE:
November alone, - - 30 cents.
Four Months, including Nov., 45 cents.
Twelve Months, " 81.20
Liberal discount for 1/4 page or more.

FACTS!!

The only Musical publication whose circulation is guaranteed by Rowell's Directory!

Of the 47 magazines in Thompson's Catalogue, the GALAXY has the lowest rates of all, and its circulation is larger than one-third of them!

Every specimen is mailed in return request wrappers, thus insuring every copy reaching a live address!

Write for further particulars to

F. TRIFET, Publisher,
408 Washington St., Boston, Mass.,
or any responsible agency.

MODES AND FABRICS

carries the latest news of

FABRICS

AND

FASHION

TO

120,000 Homes Monthly!

It is an all year round attractive Magazine. It interests all classes what to buy. If you have anything to advertise, address

MODES AND FABRICS,
550 Pearl St., N. Y. City.

What Constitutes A GOOD Advertising Medium?

We Answer:

One in which the Subscribers have

Interest enough to **Buy It.**
Interest enough to **Read It.**
Interest enough to **Keep It.**
Interest enough to **Ask Questions.**
Interest enough to **Re-read it, Advertisements and all.**

PREFERS IT TO "CENTURY."

PROTONK, Ill., March 10, '91.

I. S. Johnson & Co., Boston, Mass.:

GENTLEMEN—Can't help expressing my appreciation of FARM-POULTRY. Every page is of interest, and read in preference to the Century every time. Doesn't seem as if it could be improved, yet you are doing it every month. Yours truly,

Signed, O. J. GILKESON.

For sample and rates address

FARM-POULTRY
22 CUSTOM HOUSE ST., BOSTON, Mass.

If you wish

to secure a full season's business, do not miss the October issues of

ALLEN'S LISTS.

The Crops

are grand, and a generous harvest is assured; giving to the farmers and masses of the people a handsome competency for their labor, and placing them in a position to spend money more freely.

An opportunity

exists this season that does not often present itself. Those who intelligently profit by it will make large sums of money.

General Advertisers,

whose goods are desired, required, or intended for the thrifty rural masses, find ALLEN'S LISTS very profitable.

The Verdict

of advertisers always show steadily increasing results.

Forms for October issues close Sept. 18th.

ALLEN'S LISTS,
Augusta, Maine.

Sunday School Times,
PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.
Presbyterian Observer.

These are
some of the
reasons why

The Sunday School Times

has paid advertisers

1. AN ADULT PAPER ONLY

That they are of the most intelligent class is evidenced by the fact that the ablest Christian scholarship of the old and new world is summoned to meet their requirements. It spends more money for such talent than any other religious paper.

2. LARGE CIRCULATION

Over 157,500 Copies Weekly to paid up annual subscribers. The readers are active and interested. Expiring subscriptions are dropped unless promptly renewed and paid.

3. STRONG GUARANTY

Readers send cash orders for goods advertised, because the following guaranty is published weekly, and strictly lived up to:

"The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not in good standing be inadvertently inserted, the publisher will refund to subscribers any money that they lose thereby."

MORE RESULTS.

"Having been a liberal advertiser in many of the first-class weekly papers, I consider The Sunday School Times equal to the best of them. The returns for amount expended always satisfactory."—E. S. Johnston, *Stamming Institute, Philadelphia, August 14, 1891.*

"Having shared largely in the profits of advertising in your medium for many years past, I cheerfully renew contract for another year."—E. B. Treat, *Publisher, New York, Aug. 13, 1891.*

"We consider our advertising in the Sunday School Times to have been as profitable as any that we have done. Your paper is a first-class advertising medium in our opinion."—Waukenhoe Co., *Boston, Sept. 4, 1891.*

One
Price
Advertising

Without Duplication
of Circulation
HOME JOURNALS **15** BEST WEEKLIES
Every Week
Over 275,000 Copies

Religious Press
Association
Phila



Circulation: { **WEEKLY BLADE, 120,000**
 { **DAILY BLADE, 14,500**

THE TOLEDO BLADE, TOLEDO, OHIO.

The circulation of the BLADE is as definite and clearly shown as the number of inches that make a foot.

It is made clear by post-office receipts, paper bills, office records, mailing lists, and the evidence of employees of the office, mailing room and press rooms.

But above all it is proved by the unanimous testimony of advertisers who have used the columns of the BLADE.

WHY

does it always show itself to be the best of advertising mediums?

BECAUSE

It is not the additional paper incidentally read, but is the reliance of the family for the news of the week.

THIS LIST TALKS.

"Preferred Canadian Papers,"

"Covering Canada Completely from Coast to Coast."

CANADA'S FOREMOST DAILIES.

Globe.....Toronto	Free Press....Ottawa
Empire.....Toronto	Herald.....Montreal
Times.....Hamilton	La Presse....Montreal
Spectator..Hamilton	Chronicle....Quebec
Free Press..Winnipeg	Globe.....St. John
Sun.....Winnipeg	Telegraph...St. John
News-Advertiser	Mail.....Halifax
Vancouver	Herald.....Halifax
Colonist.....Victoria	Chronicle....Halifax
Whig.....Kingston	Echo.....Halifax
Record.....Windsor	Intelligencer
Journal...St. Thomas	Belleville
Expositor..Brantford	Recorder...Brookville
Sentinel-Review	Star...St. Catharines
Woodstock	News.....Berlin
Mercury.....Guelph	Times.....Fort Hope
Herald.....Stratford, Ont.	

Exclusively represented by

ROY V. SOMERVILLE,

Special Agent for United States Advertising,
105 Times Building, New York.

Ohio's Next Governor!

WILL IT BE MCKINLEY OR CAMPBELL?

The Campaign guns have opened fire.

'Twill be a lively battle.

Oratorical shot and shell will be thickly scattered throughout the State. **SO WILL COPIES OF THE CINCINNATI POST.**

If you can't vote in Ohio, do something better:

ADVERTISE IN THE CINCINNATI POST.

It has the largest daily circulation of any Ohio newspaper.
65,000 copies guaranteed daily and steadily increasing.

NOW IS THE TIME TO ADVERTISE.

E. T. PERRY, 86 & 87 Tribune Building, New York,

Will furnish you rates, sample copies and further information.



The Saturday Blade.

SEEDS! SEEDS!! SEEDS!!!

There is not a single seedsman who used the *Saturday Blade* and *Chicago Ledger* last season but will next.

NORTHERN GROWN FIELD AND GARDEN SEEDS.

L. L. MAY & CO.,

Nurserymen, Florists and Seedsman.

Hardy, Deciduous Trees, Shrubs and Trailing Vines. Large and Small Fruits, Greenhouse and Hardy Herbaceous Plants.

Special Attention Paid to Floral Designs. Wedding and Reception Decorations. Conservatories, Como Ave.; City Store, 5 West Third St.

ST. PAUL, Minn., Sept. 18th, 1891.

J. L. Stack & Co., City:

GENTLEMEN—As per your request, we have looked up returns from our "ad." in the *Saturday Blade*, and are glad to give you our opinion of this paper. It proved to be one of the best mediums for our line of business, and the direct returns far exceeded our expectations.

We certainly consider the *Blade* a splendid advertising medium, and it will be one of the first on our list this coming season. It seems to reach the right class of people, and those that are buyers. This, of course, is what every advertiser is after.

Yours truly,

L. L. MAY & CO.

H. F. DARROW.

▲ ▲ ▲ NO FAILURES. ▲ ▲ ▲

To-day (Sept. 22) we closed a contract for 4000 lines with one advertiser, and the advertiser said he had never heard of a case where the *Blade* and *Ledger* had failed to pay.

369,000 Copies.

We can prove that we printed and mailed during the week ending Saturday, Sept. 19th, 369,000 copies of the *Saturday Blade* and *Chicago Ledger*. We are only contracting to prove 300,000 copies weekly, and once we feel that there is no danger of a drop off from the above figures the advertising rates will be advanced 20 per cent. Now is the time to come in. See that these papers are on YOUR LIST.

ADVERTISING RATES.

The <i>Saturday Blade</i> ,	-	-	agate measure,	\$1.00	per line
The <i>Chicago Ledger</i> ,	-	-	" " "	.50	" "
The <i>Blade</i> and <i>Ledger</i>	combined,	-	" " "	1.25	" "

RULES.

No. 1—Cancel any contract at any time for any reason.

No. 2—No discount for time or space.

No. 3—Circulation proved each week by P. O. receipts, paper used and cash received.

NOTE.—The *Saturday Blade* has the largest circulation of any weekly newspaper published in the United States.

Apply for space to any Advertising Agency, or to the Publisher,

W. D. BOYCE, Chicago, Ill.

The Chicago Ledger.

When an advertiser thinks of

Detroit,

Pittsburgh,

Cleveland,

He unconsciously associates
with these cities the

"Detroit News,"

"Pittsburgh Chronicle Telegraph,"

"Cleveland Press."

C. J. BILLSON,
TRIBUNE BUILDING,
NEW YORK.

PORTLAND OREGONIAN

Why "STICK IN THE MUD"—when
The PORTLAND OREGONIAN will
pull you out?

"No parallel case in the
United States"—E.V. Smalley.

THE PORTLAND OREGONIAN

"In all America no other
instance"—Geo P. Rowell.

The most powerful medium
on the face of the globe in
proportion to circulation.

S.C. Beckwith
Sole Agent Foreign Advtg.
48 TRIBUNE BLD'G
509 THE ROOKERY NEW YORK.
CHICAGO.

DESPAIR
FAILURE
DEBT

BGL

Satisfactory Results To Advertisers

are always obtained for the money expended in

"GOLDEN DAYS,"

the old established and highly popular weekly,
whose actual sales

EXCEED 123,000 WEEKLY.

GOLDEN DAYS, published by James Elverson, of Philadelphia, is a high class weekly magazine of 16 pages and a cover. It has as its contributors leading writers in all departments. Its pages are full of matter interesting to

Boys and Girls From 8 to 80.

It has received, in the twelve years of its existence, more complimentary press notices and appreciative letters from heads of families and public educators than any other publication in existence.

It Always Pays A Big Profit To Advertisers.

Six Months' rate, 60c. per line; Yearly rate, 50c. per line.

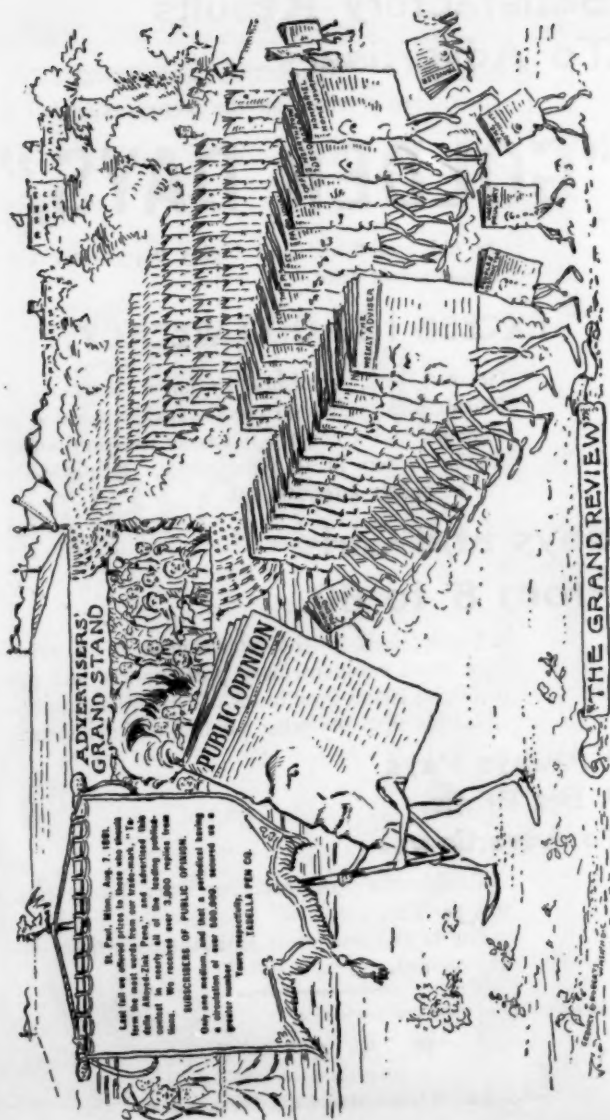
The largest and most judicious advertisers use its columns.

Address orders or other communications to

R. A. CRAIG,

ADVERTISING MANAGER,

121 Times Building, New York.



WOMANS HOME JOURNAL,

BOSTON, MASS.,

is one of the very best advertising mediums that can be found. We are anxious to demonstrate to advertisers the value of our columns. Our readers are liberal mail buyers, and are in the habit of looking through the advertising columns of our paper in search of bargains. Why not give us a trial. We guarantee

40,000 Copies for November,

At only 20 cents an Agate Line.

Copy must be in October 25th.

December Number 100,000

Price 50 Cents an Agate Line.

Order direct, or through any Advertising Agency.

POTTER & POTTER, Pubs., Boston, Mass.

The Yankee Blade

A Valuable Advertising Medium

1887 Actual Circulation 30,000

1888 Actual Circulation 50,000

1889 Actual Circulation 75,000

1890 Actual Circulation 110,000

1891 Actual Circulation 130,000

1892 Probable Circulation 200,000

Present Advertising Rates, 75c. per Agate Line.

Potter & Potter, Pubs.

86 & 92 Federal St.

Boston Mass

Book for Advertisers.



Geo. P. Rowell & Co's Book for Advertisers, published by Geo. P. Rowell & Co., 10 Spruce St., New York. 368 pages. \$1.00 by mail, postpaid.

THE NEED.

Every advertiser wishes to do his work *well*. If wise, he will seek hints and helps from every available source, and when he finds a book of practical information adapted especially to his use he will not be slow in making it his. Such a work is the one named at the head of this article.

THE PUBLISHERS.

As managers of Rowell's Newspaper Advertising Bureau (the largest and best known institution of the kind in the world), the publishers have a well-earned reputation for honorable dealing and intelligent service, in itself sufficient endorsement for the character of the work. Like their American Newspaper Directory and their unique weekly journal for advertisers, **PRINTERS' INK**, it occupies an important place of its own in the economy of newspaper advertising.

THEIR MOTTO.

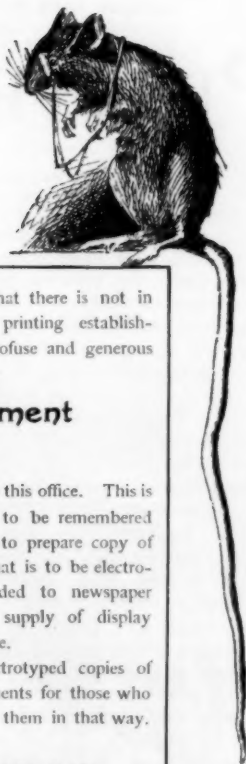
"We give you exactly what you ask for, and charge you a fair price for what we do." What could be more fair? If an advertiser needs help in preparing his advertisement, in selecting a list of the papers in which it is to appear, or in estimating the cost, they will render valuable assistance in any or all of these particulars, charging only for services rendered, and allowing advertisers to make any use they choose of information gained. For the placing of contracts they make no charge to the advertiser, being paid by a commission from publishers.

THE BOOK.

The Book for Advertisers contains carefully compiled lists of all the best American newspapers, over twenty-five hundred in number, together with a complete list of all class journals, giving circulation ratings of each, and much information of interest and utility to newspaper advertisers. Nowhere else could the same information be obtained for many times the cost of the book.

A COMPARISON.

The Book for Advertisers is in many respects more valuable to advertisers than the newspaper directory. While the directory contains a *complete* list of American periodicals, the Book for Advertisers contains *carefully selected and classified* lists. In the directory first attention is paid to geographical arrangement, in the Book for Advertisers systematic arrangement, with special reference to the needs of different classes of advertisers is the first consideration. The directory gives facts, the Book for Advertisers arranges and applies facts. The directory is a valuable book of reference, the Book for Advertisers an invaluable text-book.—*From Garden Notes, East Summer, Me.*



IT is probable that there is not in existence any printing establishment having as profuse and generous a supply of

Advertisement Type

as is to be found in this office. This is an important fact to be remembered when undertaking to prepare copy of an advertisement that is to be electrotyped and forwarded to newspaper offices where the supply of display type is not extensive.

We prepare electrotyped copies of effective advertisements for those who employ us to serve them in that way.

Address

**GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 SPRUCE ST., NEW YORK.**

To Communicate With American Advertisers

ADDRESS THEM THROUGH THE COLUMNS OF

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

When PRINTERS' INK was first established its advertising rates were \$10 a page. Later the price was advanced to \$15 a page. Still later, in order to keep the advertising space within narrow limits, the rate was placed at \$25 a page, and with the same object in view a little later \$50 a page was the price fixed. In January last the price was advanced to \$100 a page.

For the ten days ending August 26th, 679 new names were added to the mailing list of PRINTERS' INK. The average issue for the year preceding August 26th had been 28,798 copies weekly. For the six months last preceding August 26th the average edition had been 31,278 copies. The issue for September 2d, 1891, was 36,750 copies.

We will now receive orders for advertisements at the present rate, to be inserted on any fixed date, either this year or next year. The present rate is \$100 a page, 50 cents a line.

For inserting one page for the next twelve weeks the price will be \$1,200. For inserting one page once a month for the next twelve months the price will be \$1,200.

For inserting a quarter page one time the price is \$25. For inserting a quarter page in the next twenty issues the price will be \$500, or \$1,300 for the next fifty-two issues. A quarter page can be inserted once a month for twelve months for \$300, and the same can be inserted once a month for five years, if ordered now, for \$1,500.

Two lines cost \$52 a year; eight lines cost \$208 a year.

It is the intention to restrict advertising pages to very small space, and whenever any tendency towards overcrowding shall appear the advertising rates will be advanced.

A proposal will be entertained for the use of the first page for 52 issues in 1892 for \$10,400, or the last for \$7,800, or the second page for \$6,500. For a page without position \$5,200 is asked, or (at the same rates) \$1,300 for a quarter of a page.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.



LOOKING FORWARD.

THIS MAN HAS JUST LEARNED THAT

**THE NATIONAL TRIBUNE,
OF WASHINGTON, D. C.**

will issue 250,000 copies each week, for four consecutive weeks, beginning Oct. 22, with

No Extra Charge for Advertising. It is a Fact.

DECEPTION IN DRUG BUSINESS.

In a recent address delivered before the National Editorial Association, at St. Paul, allusion was made to the extensive frauds practiced by druggists through the means of substituting an inferior article for a proprietary medicine of acknowledged merit. The speaker dwelt with emphasis upon the custom prevailing among a certain class of druggists, that when a customer went to their store for a specific and well-known proprietary medicine, which is known to cure a particular ailment, the person in attendance, because he would make a larger profit upon a substitute than on the genuine article, pretended that he did not have the medicine but had a preparation which was equally as good, and that he would sell it at a much lower figure than the article asked for by the customer. The editor of this journal, through personal experience, can vouch for the truth of much that the address sets forth. He was present at the editorial convention, in St. Paul, when the gentleman delivered it, and spoke immediately after him on the "Financial Element in Printing." On returning to the hotel that afternoon he found a member of his family suffering from a violent headache. On previous occasions, a well-known headache powder, compounded by a Buffalo drug firm, did excellent service in the case of such ailments. According to instructions he went to a drug store in the vicinity of Hotel Ryan and asked for the powders. The druggist "did not have them," but had "something equally as good," which he wanted to guarantee would "cure the headache or else the money would be refunded." The editor, having just listened to the exposure of the substitute dodge, was not disposed to accede to the druggist's stipulations, so he found another drug store in the neighborhood where he purchased the desired article. This is a plain statement of fact, furnished without either a speaking or business acquaintance with the author of the address. If necessary the location of the druggist who tried the substitute plan can be given, but it will not be necessary, as, according to the statement made by the speaker before the convention, it is but one of the many instances of deception which are being practiced

throughout the country every day on a credulous and long-suffering public. This state of affairs should not be tolerated. We hope the press of the country will continue to denounce this illegitimate way of doing business until the violators of right and common justice are apprehended and legally punished. The reputation which proprietary medicines acquire through intrinsic merit and persistent advertising is as much a matter of property as the money in a man's safe, and the person who substitutes one medicine for another would not scruple, if a suitable opportunity presented, to rifle a cash drawer. While imitation in many pursuits may be an evidence of merit, yet when practiced on property for which it has taken an investment of money to gain a reputation, the selling of an imitation for a genuine article amounts to gross injustice if not something worse.

Twenty-six years ago, an imitation of an English make of writing ink was sold in this country, in order to evade the high duty then prevailing, because a greenback was worth a little more than one-third of a gold dollar. It was promptly stopped by injunction and prosecution of the offending parties by the English proprietors, and general exposure of the fraud through the newspapers. It was a long and tedious battle, but the courts eventually sustained the English owners of the article. We venture to say that for the past ten years there has not been a bottle of imitation of the ink referred to sold in the country, although the labels, bottles and color of the fluid was so closely followed that it took an expert to discover the difference. The same course can be pursued as to proprietary medicines, and we hope the crusade so nobly undertaken by the gentleman who delivered that address will be continued until the crime of selling "substituted" articles of medicine will be made odious. We cannot see why our national government should not legislate on the subject. If it protects patented articles, or a copyright production, there is no reason why it cannot prevent a druggist from "substituting" one remedy for another.—*St. Louis Stationer for September.*

The above is the personal experience and outspoken, HEART-FELT sentiment of an editor and proprietor whom I hope to have the pleasure of meeting personally some day.

Proposition—Who are the druggists' best business friends?

Answer—Advertisers and newspapers—and should always be treated as such.

THINK IT OVER, GENTLEMEN—unharness your hearts. THINK!

A. FRANK RICHARDSON.

NEW YORK, Sept. 23, 1891.